

YSEALI Generation: Entrepreneurship

The Public Affairs Section of the U.S. Consulate General in Ho Chi Minh City requests proposals from U.S. and local non-profit organizations interested in a grant award to manage the Young Southeast Asian Leaders Initiative (YSEALI) (<http://yseali.state.gov/>) Generation workshop on entrepreneurship. The workshop will be held in May, 2015.

This YSEALI Generation workshop will focus on developing the entrepreneurial skills and mindset that youth need in order to successfully start and sustain new businesses. It will provide train-the-trainer instruction and networking opportunities for 50-80 Southeast Asian youth (18-35 years old) from the all ten member countries of the Association for Southeast Asian Nations (ASEAN): Brunei, Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Laos, Singapore, Thailand, and Vietnam. The grant must also contain a follow-on component wherein workshop participants share lessons learned with governments, business development institutions, community organizations, or youth groups upon their return home.

YSEALI is an initiative first announced by President Obama in December 2013 and formally launched in May 2014. It aims to create a cadre of young Southeast Asian leaders who work across ASEAN borders to solve common issues. Southeast Asian youth have identified their generation's biggest challenges to be economic development, education, environmental protection and civic engagement in ASEAN. This YSEALI Generation workshop offers a way for young leaders to partner with the United States on addressing the youth entrepreneurship sub-component of economic development.

U.S. and local NGOs are invited to submit a proposal that describes how each of the following criteria will be administered:

- Design and implement a three-day workshop. Flight schedules may require an additional day both before and after the workshop to accommodate participant travel. The workshop must cover the following items;
 - Teach entrepreneurial skills such as business plan development, finding investors, marketing new ideas, etc.
 - Examine the mindsets Southeast Asian youth should cultivate in order to become successful entrepreneurs, such as risk tolerance, initiative, and innovation.
 - Include workshop speakers, facilitators and/or mentors that represent both the United States and Southeast Asia.
 - Promote the unity of ASEAN and the United States as a partner in ASEAN's economic development. As such, the workshop should include a cultural component, such as an ASEAN cultural appreciation event or Vietnamese cultural excursion.
 - Contain a track for university aged youth (aged 18-25) who are considering starting a business and a track for young professionals (aged 26-35) who work for a start-up company, have recently started a new business, or work professionally in supporting entrepreneurship (NGOs, government officials, etc).
- Manage the travel and lodging logistics for all participants, speakers, and workshop staff. Proposals must include cost of transportation, visas, travel

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insurance and lodging.

- Organize and implement follow-on activities that ensure that participants share their newly acquired knowledge and skills with their communities upon return to their home countries.
- Design a digital engagement strategy for workshop participants, such as social media outreach, that enhances the in-person training.
- Design and implement a method of sharing key aspects of the workshop with the thousands of youth who have signed up as YSEALI members, but are unable to attend the actual workshop. Examples include offering online versions of workshop video, hand-outs or similar materials.

Proposal should include:

- Application for Federal Assistance Cover Sheet (SF-424):
https://eca.state.gov/files/bureau/sf424_0.pdf
- a description of the work to be performed with respect to each of the criteria
- information about the team of people who would execute the work, with descriptions of the experiences and skills of each and his/her role in the bidder's organization and in the team
- a management plan for the work
- a schedule for the work
- a detailed budget
- evidence of ability to organize events in Vietnam, or a plan to engage a local partner to assist in doing so
- administrative costs as low and reasonable as possible
- description of prior experience in youth-oriented economic development programming
- description of experience in and/or ties with organizations in other Southeast Asian countries, or international expertise.

Length of grant will be for one year to accommodate above mentioned follow-on activities.

Proposals will be measured as follows:

- U.S. Consulate General Ho Chi Minh City will review the proposal to determine whether it meets eligibility requirements and analyze the proposal against each of the criteria noted above. The successful proposal will deliver the targeted experience to the participants with a total program budget not to exceed \$250,000.

Proposals must be submitted by e-mail to PASHCMC@state.gov by 1700 (Ho Chi Minh City time) on Tuesday, November 18.